

REMARKS

The claims were restricted to the following inventions:

- I. Claims 1-57, drawn to a method of providing to a customer customized media at a physical point of sale of a good/service, classified in class 705, subclass 14.
- II. Claims 58-62, drawn to a method of providing customized media to a customer at a physical point of sale of a good or service, classified in class 705, subclass 14.
- III. Claim 63, drawn to a method, classified in class 705, subclass 14.

Applicant is required to elect a group to be examined and to identify the claims encompassing the elected group. Applicant hereby elects, without prejudice, Group I, which is directed to a method of providing to a customer customized media at a physical point of sale of a good/service, for further prosecution on the merits.

The Examiner further asserts that the application claims are directed to the following patentably distinct species:

Group A, comprising Species A1-A4.

Group B, comprising Species B1-B9.

Group C, comprising Species C1-C7.

Group D, comprising Species D1-D8.

Group E, comprising Species E1-E7.

Group F, comprising Species F1-F11.

Applicant hereby elects the species of Group B. A listing of claims readable thereon includes claims 1-16 and 55-57.

Conclusion

It is believed that the claims are currently in condition for Examination on the merits.

The Examiner is encouraged to contact Applicant's undersigned counsel with any questions regarding this election.

Respectfully submitted,



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